

MONTANA'S PRODUCTION SALE PREVIEW 2024

RATE CARD

BROUGHT TO YOU BY THE
MONTANA STOCKGROWERS ASSOCIATION

Montana's Livestock Sale Preview, brought to you by the Montana Stockgrowers Association (MSGA), is the place to advertise your ranch's upcoming sale. With a distribution list of over 1,500 and more than 24,000 followers across social media, we can connect you with buyers throughout Montana.

www.mtbeef.org/upcomingsales

ADVERTISING RATES

WEBSITE ADS

Updated once per month from September - April

www.mtbeef.org/livestocksales

Price: \$100 / month / web listing

Includes:

- Ranch Name
- Sale Date
- Link to ranch or sale website
- Digital book with interactive flippable pages, downloadable pdf of sale catalog, or one image

EMAIL ADS

Special edition of the Livestock Sale Preview weekly email sent directly to MSGA members from September - April

Price: \$300 / email listing

Includes:

- One image with link to ranch website, sale website, or pdf catalog
- Emails will be sent via text to MSGA's text subscribers once a week

MECHANICAL REQUIREMENTS

All materials must be provided to MSGA in their final forms.

- Website: PDF, .jpg, or .png, images no larger than 100 KB
- Facebook: .jpg or .png, 1080 x 1080 px is the ideal size
- Email: PDF, .jpg, or .png, not to exceed 600 px

Sticking with these sizing requirements will keep your advertisement in best resolution possible.

DUE DATES

- Website: At least two weeks prior to the day of publishing, the webpage will be updated within the first seven days of each month
- Facebook: At least two weeks prior to the day of publishing
- Email: At least two weeks prior to the day of publishing

420 N CALIFORNIA ST, HELENA, MT 59601 | WWW.MTBEEF.ORG

FACEBOOK ADS

Posted as social advertising is purchased. Must give MSGA at least seven days notice.

Price: \$100 / post

Includes:

- Ranch name
- Sale date
- One image
- Link to ranch or sale website

ADVERTISING PACKAGES

\$500 / Silver Package

- Includes four (4) ads - (2) email, (1) website, and (1) social

\$1,000 / Gold Package

- Includes six (6) ads - (3) email, (1) website, (2) social

AD SALES REPRESENTATIVES

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MONTANA'S PRODUCTION SALE PREVIEW

Contact Name: _____

Email: _____

Office Phone: _____ Cell Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Ranch Name: _____

Sale Date: _____ Website: _____

Sale Details (50 word max): _____

Please provide one image (.jpg or .png) or sale catalog (.pdf) to MSGA with this form to secure your spot.

ADVERTISING OPTIONS	COST	# OF ADS	TOTAL
Email Ad	\$300/ad		\$
Website Ad	\$100/ad		\$
Facebook Ad	\$100/ad		\$
Silver Package	\$500		\$
Gold Package	\$1,000		\$
GRAND TOTAL			\$

PAYMENT DETAILS

- Check (Please make payable to MSGA)
- Invoice me
- Credit Card (Visa or Mastercard please)

Credit Card Number _____

Expiration Date: _____ Billing Zip Code: _____

Signature _____

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Helena, MT 59601
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